

**GOVERNMENT OF INDIA
ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:6246

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Digital Training Programme

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Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the internet giant Google recently launched two new initiatives, a digital training programme called Digital Unlocked and free website builder called Google My Business app for empowering nearly 51 million Small and Medium Businesses (SMBs) in India;
- (b) if so, the details thereof; and
- (c) the manner of executing these programme by the Government to make use of these digital programmes in a useful way to improve the functioning of SMBs in India?

Answer

(a) to (c): Google India has informed that they have recently announced two initiatives namely a digital training programme called Digital Unlocked and a free website builder viz. Google My Business app, for empowering Small and Medium Businesses (SMBs) in India. The details on Google Digital Unlocked can be found at <https://digitalunlocked.withgoogle.com/>. Google My Business app is yet to be launched.

Google has approached National Institute of Electronics and Information Technology (NIELIT) signing an MOU with them so as to take up Training of Trainers in Android application development and also in Digital Marketing.
